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ABSTRACT

Designed to help create effective presentations, this guide describes the basic techniques and provides hints for producing professional, attention-getting overhead transparencies in a step-by-step procedure format. Eight topics are addressed in the guide: (1) eight steps to a successful meeting presentation; (2) advantages of overhead projection; (3) the overhead projector; (4) planning the meeting room, including screen size, types of screens, and room arrangements; (5) how to make overhead transparencies, including planning, lettering, figures, and color; (6) organization and layout, including headings and composition; and (7) mounting transparencies (special visual effects, including overlays, disclosures, graphs, and liquid crystal display panels). (ALF)

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HOW TO PREPARE EFFECTIVE OVERHEAD PROJECTOR PRESENTATIONS

One Picture Is Worth A Thousand Words

This guide is designed to assist you in creating effective presentations using your overhead projector. Inside you will find basic techniques and helpful hints necessary to produce professional, attention-getting overhead transparencies, presented in a simple step-by-step format. Follow the recommended guidelines, and you will easily create eye-pleasing and effective visuals that help you communicate with impact.

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8 STEPS TO A SUCCESSFUL MEETING PRESENTATION

No matter how good your meeting facility may be or what type of audio visual aids you use, without a planned presentation you are likely to undermine the other positive aspects of your meeting and, thus, its chance for success. The following guidelines are intended to help you avoid common pitfalls and introduce some fundamental communication skills which every presenter should be familiar with.

1 **Set an agenda on what the presentation will cover.** An agenda is commonly referred to as the meeting's blueprint. It is important, therefore, for a presenter to develop his or her own agenda in order to make the discussion progress as intended. The agenda can be entirely written out or, if the presenter is extremely knowledgeable on the subject matter, abbreviated as an outline. In drafting the agenda always keep in mind the importance of meeting the presentation's goals and objectives.

2 **Prepare written materials for participants.** Many times, it is effective to provide participants with handouts before your presentation. These will provide information on what you are trying to get across in the meeting and gives them something to take away for future reference. Keep the material brief and to the point—no one wants to read a huge volume about the meeting they have just attended.

3 **Develop a stage presence.** You don't have to become a seasoned performer overnight, but you should appear calm, competent and confident in front of your audience. Take time to prepare a solid presentation that you know in its entirety.

4 **Open the meeting with a breif prepared statement.** Do not put your audience to sleep right at the start with a long rambling statement. Begin with something that will grab attention. Employing a sense of humor at this point is often useful. To be assured participants will understand the subject, start with something familiar and work from there.

5 **Audio-visual aids add spark to your presentation.** *There are a variety of ways in which a presenter can graphically or visually present information to an audience. Audio-visual aids can be as simple as showing graphs or using overhead transparencies to viewing specially produced videotapes. Of course, budget constraints will govern the types of extras you will be able to add to your presentation. Remember, because certain presentation aids may be more expensive, their cost is no guarantee that they will be more effective.*

6 **Get participants involved in the presentation.** Nothing is more boring to an audience than a presenter who dominates the discussion. Encourage participation by posing open ended questions and re-directing questions aimed at you to others in the group. Do not, however, let one or several group members dominate, or let-off-the-track subjects take over the discussion. You should always remain in control and direct the flow of the meeting.

7 **Correct misunderstandings quickly.** Make sure participants are comprehending the information you are relaying to them. Redefine complex terms or concepts for ease of understanding and supply necessary information that you may have inadvertently omitted earlier in the presentation. Above all else, you want to avoid having participants come away with the wrong message.

8 **Know when to close a presentation.** It is important to know when to bring your remarks to a close. Reiterate any major points to ensure that your audience knows what points you feel are most important. Making a final statement is recommended, but like an opening statement, *keep it short.*

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ADVANTAGES OF OVERHEAD PROJECTION

No Other Projection System Offers All These Advantages

The projector is positioned in front of the audience.

- The presenter faces the audience and maintains eye contact at all times.
- The presenter can observe audience reactions and adjust his presentation accordingly.

Bright images are projected in fully lit rooms.

- No need to completely darken the room (darkened rooms contribute to inattention and drowsiness).
- The audience and the presenter are visible to each other at al times.

The horizontal stage provides presentation flexibility.

- The presenter can write or draw spontaneously as he or she speaks.
- The presenter can use transparencies to develop ideas gradually with simple techniques.
- Transparent objects, animated devices or fluids can be projected easily.
- Complete lessons, visuals, charts, maps, etc.,may be changed instantly.

The overhead is simple to operate.

- The presenter controls the projector, and coordinates his visual and verbal comments
- The overhead projector complements the presenter—it does not replace him.
- No special skills are required to operate the projector.
- Members of the audience can come up and use the projector to work out a problem or offer a suggestion

Large transparencies can be used.

- The large size simplifies the preparation of artwork.
- Photographic processes are not necessary.

Transparencies can be home-made.

- Basic art skills are enough to produce dramatic, professional looking transparencies.
- Equipment for transparency production is inexpensive and readily available.

Color can be used effectively and economically.

- Thermal and PPC/Xerographic films provide a range of colors which make it possible to prepare multi-color transparencies at a fraction of the cost involved in colored photographic transparencies.

Overhead transparencies save time.

- An instructor can save time, compared to working on chalkboard, by preparing overhead materials in advance.
- Transparencies can be used for quick reference or review and can be easily filed away for future use.

3

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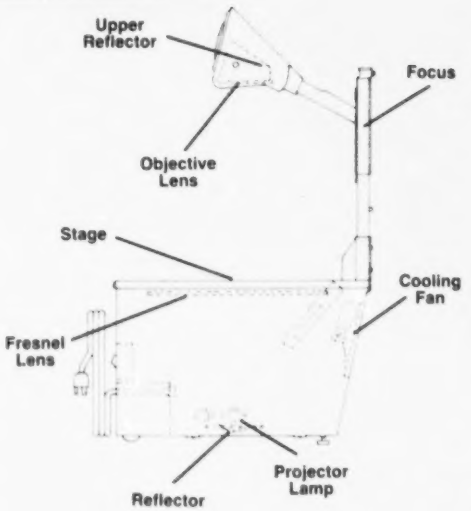
THE OVERHEAD PROJECTOR

The overhead projector is a very simple device that projects transparent material of any type onto a screen, within a normally lit room.

This type of projector has a strong light in the base which is directed up through the fresnel lens, and the glass stage (where the transparency or LCD panel is placed) to the mirror and lenses in the projector "head". The image is then directed from the "head" to the screen.

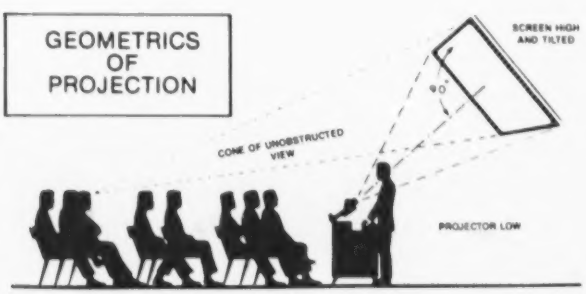
The overhead's large horizontal stage permits materials to be laid flat for easy manipulation. Transparencies can be marked, written or drawn upon spontaneously as the presentation progresses, or information can be progressively revealed by laying additional overlays on the base transparency. Objects laid on the projector can be moved to show action or changes. The ability to manipulate your image gives the overhead a flexibility not found in other projection devices.

The illustration at right shows the basic design of the overhead projector (there will be some variation in construction among different manufacturers).



PLAN YOUR MEETING ROOM

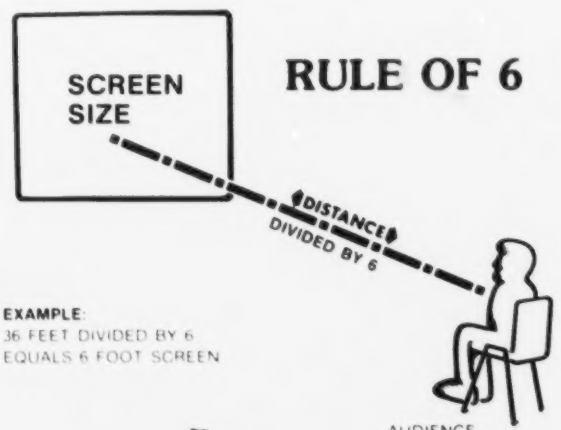
It is important that everyone in your audience has a clear and unobstructed view of the projection screen. Provide a Projection Screen best suited for the size of the room and your viewing audience.



Screen Size and Seating Guide						
Room Ratio Length: Width	1:1		4:3		3:2	
Minimum Screen Size	Room Size	Seating Capacity	Room Size	Seating Capacity	Room Size	Seating Capacity
40"	20 x 20'	21	20 x 15'	16	20 x 13'	10
50"	24 x 24'	33	24 x 18'	26	24 x 18'	23
60"	30 x 30'	57	30 x 22'	47	30 x 20'	41
70"	35 x 35'	82	35 x 26'	69	35 x 23'	58
84"	42 x 42'	124	42 x 33'	118	42 x 28'	90
6 x 8'	48 x 48'	167	48 x 36'	141	48 x 32'	128
7 x 9'	56 x 56'	234	56 x 42'	200	56 x 37'	182
8 x 10'	60 x 60'	272	60 x 45'	223	50 x 40'	208
9 x 12'	72 x 72'	402	72 x 54'	347	72 x 48'	318

DETERMINE THE CORRECT SCREEN SIZE

Audience size and room shape should be considered when determining the correct screen size. Projected transparencies must be readable to the person farthest from the screen. Use the Rule of 6 to determine screen size. Measure the distance from the screen to the person farthest away; divide the distance by six for the minimum screen size. For example, if the distance to the back row is 60 feet, divide 60 by 6 for the correct screen size - 10 feet. This is the screen width. However, do not use a projection screen smaller than 60" x 60" with an Overhead Projector.



EXAMPLE:
36 FEET DIVIDED BY 6
EQUALS 6 FOOT SCREEN

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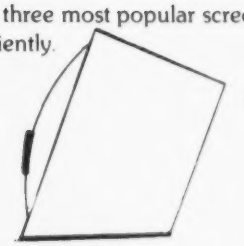
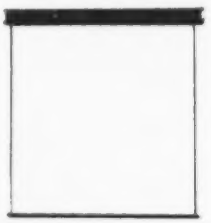
TYPES OF SCREENS

The three most popular screen types - Tecnitilt, Wall or Tripod - with a Matte White projection surface, will perform very efficiently.



- TECNITILT SCREEN - This screen was designed specifically for use with the overhead projector. The bows that support the screen travel 35 degrees upward in their mounts which eliminates the keystone effect.

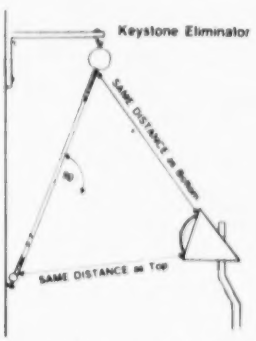


- WALL SCREENS - (Similar to window shades) can be equipped with brackets which facilitate the elimination of the keystone effect.

- PROFESSIONAL TRIPOD SCREENS - These screens are equipped with a keystone eliminating bracket.

KEYSTONING

Keystoning is a fan-shaped angular distortion resulting from unequal distance from the projector lens to the top and bottom of the screen. Keystoning results when the screen is placed much higher than the projector lens. Keystoning can be eliminated by slanting the top of the screen forward, or the bottom backward, to equalize the distance to the projector lens. Tripod screens can be purchased with an attachment or arm that allows the screen to be slanted forward at the top. This is called a "keystone eliminator." Wall screens should be mounted two or more feet away from the wall so they may be slanted back at the bottom to eliminate keystoning. Horizontal keystoning may also result from not placing the projector squarely in front of the screen.

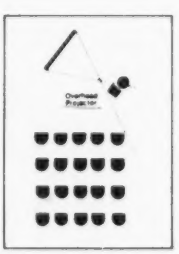


The projection screen must be at a 90 degree angle to the projector head to eliminate keystone distortion.

SUGGESTED ROOM ARRANGEMENTS

The room arrangements shown here provide optimum viewing for all members of the audience and can be modified for your specific situation.

1. **THEATER**
   Any size audience
2. **CONFERENCE**
   Up to 30 people
3. **THEATER**
   W/center aisle
4. **CLASSROOM**
   Up to 100 people
5. **BOARD ROOM**
   Up to 15 people
6. **DUAL PROJECTOR THEATER**
   Any size audience



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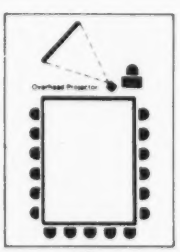

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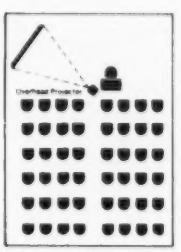

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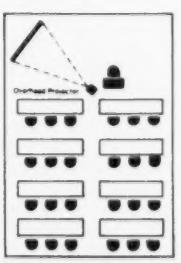

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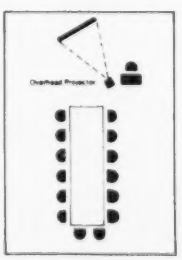

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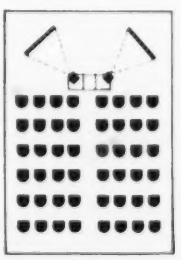

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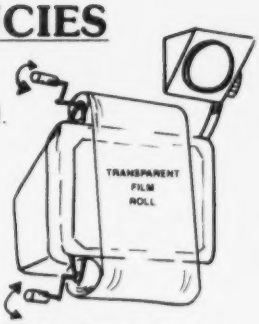
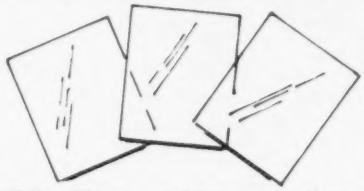
HOW TO MAKE OVERHEAD TRANSPARENCIES

"One Picture Is Worth A Thousand Words"



Transparencies are inexpensive, easy to prepare, store in a minimum of space, and can be reused.



MATERIALS

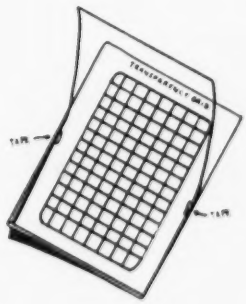
- **Transparency Film Sheet**-used for prepared or spontaneous transparencies generally, .003-.005" thick, these sheets are available in clear and colored varieties. Most are 8½"×11" sheets which fit ALL overhead projectors and are easy to store in standard files.
- **Transparency Film Rolls**-used in conjunction with a roll attachment. Film rolls are useful for presenting material which is too long for a standard transparency. Use of rolls makes changing sheets unnecessary, you need only advance to a clean portion of the roll. Available in clear films.
- **Overhead Markers**-For use with overhead transparencies. Overhead markers project in color and are excellent for highlighting and adding impact to your presentation. Markers are available in permanent and washable varieties as well as in eight different colors.
- **Overhead Pencils**-also available in eight projectable colors. Pencil marks are easily removed so transparencies can be re-used.
- **India Ink**-this type of permanent ink is excellent for use on prepared transparencies and is included with many lettering guides.
- **Lettering Aids**-such as stencils, rub-on lettering, and label-makers which print on clear tape enhance your prepared transparencies by allowing you to create professional-looking lettering in a variety of type faces.
- **Grid Sheets**-graph paper or clear grid film sheets placed under your transparency act as a guide when laying out its design as well as helping you maintain straight lines and uniform letter heights. Vary letter heights by making letters 1, 2, and 3 blocks high to show dominance.
- **Other Accessories**-adhesive tape, scissors or an X-acto knife and a ruler are all useful tools and necessary for high quality, prepared transparencies.

GUIDELINES FOR PROFESSIONAL-LOOKING TRANSPARENCIES

PLANNING YOUR TRANSPARENCIES

Overhead transparencies must be kept simple for maximum impact and readability. Use a few key words per transparency. Charts, maps and graphs should be simple. Eliminate unnecessary material. Plan all details of the transparency first - to reinforce the verbal presentation.

USE GRID SHEETS AS A GUIDE



Place graph or ruled paper with ½ or ¼ inch lines under the transparency as a guide. This will help you maintain straight lines and letters of a uniform height. Leave ¼ inch space between each line.

It is easy to vary lettering size by making the lettering 1, 2, or 3 squares high. For text type transparencies, try making the heading 3 or 4 squares high, main points 2 squares high, and subpoints 1 square high.

The general rule is not to place transparency artwork closer than ½ inch from the edge. Placing material close to the edge results in the transparency looking too crowded.

LIMIT YOUR COPY

When designing a transparency having mostly type, generally limit your copy to 6 to 8 words per line. Limit the lines of type to 8 or 10 when developing a series of statements or points. If your transparency has more than 25 to 30 words on it you are crowding it (or using lettering too small), and you should consider making two or more transparencies in a series.

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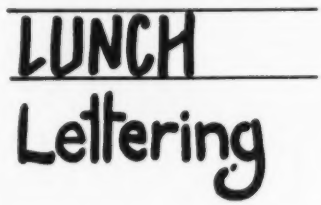
LETTERING

Use bold lettering, such as Gothic. Study newspaper headlines and headings - they leap out at you. Avoid tall, thin, ornate, or flowery lettering. No lettering should be smaller than ¼ inch. NEVER type 100 or more words with pica or elite type to produce a thermal transparency master. If you type a master, use a primary type typewriter.

DO NOT try to imitate professional lettering. DO NOT use a ruler to make the lettering. Make simple block letters of uniform size and shape.



Small lettering may be made by imitating showcard lettering found in the caption balloons of the daily comic strips. Practice until you can do it quickly.

Make lettering with pull-down strokes of the pen. You have more control over your hand when pulling down than pushing up.

VARY TYPE SIZE AND APPEARANCE

A mistake often made in transparency design is to make all lettering the same size. Develop dominance and subordination through the use of type.

Emphasize a word by making it larger, boxing it in with lines, or enclosing it in a geometric form.

Reversal-type lettering may be made by drawing a line around the word, phrase, or group of words. Color in the area between the line and outline of the letters. Leave the letters white (clear).

REVERSAL

SHADOW

A pleasing shadow-lettering effect is obtained by shading in one side of each letter. The lettering appears to have a bright light shining on it from a side direction, thus casting shadows on the other side.

All lettering should have good contrast. This may be done by using a dark-colored pen for the lettering or by outlining light-colored lettering with a black or, dark pen. Use splashes of color sparingly, only to highlight a word or meaning. Too much color will confuse the audience as to what is most important and what is less important.

OUTLINE
USE DIFFERENT COLOR FOR OUTLINE

OVERLAPPING

By overlapping large outline-type letters, larger and more lettering can be placed in a small space.

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LETTERING AIDS

Lettering aids allow you to create professional block lettering for your transparencies. Stencils are available in different sizes and type styles for variety in your lettering.

Lettering systems which print on clear tape are good for producing headlines and for use on transparencies with limited text.

This type of lettering is available in a wide variety of styles, sizes and colors. Words, letters, borders, etc., can be added to your transparencies to make them look printshop professional.

To use transfer letters, first position the proper letter over the transparency sheet. Then rub over the letter with a burnishing tool. Next, reposition the sheet, lining up the next letter to be transferred, and repeat the rub-on process.

WRONG

CORRECT

FIGURE PLACEMENT

When a face or figure is used in an overhead composition, it is best to have the figure looking into the composition rather than away from it. If the figure is to appear as if walking, have it walking into the picture rather than out. You can draw attention to a caption by having a figure looking into the picture towards the caption. Do not make figures too large so as to seem crowded; give them breathing room.

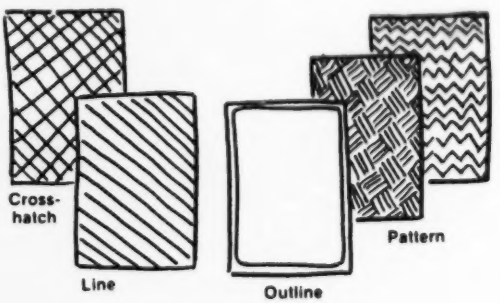
USE COLOR FOR PUNCH

An art rule is: You add by subtraction. Another way of stating it is: Use color sparingly for a purpose. Use color to draw attention to the center of interest or a heading. Too much color can bring confusion. Use color to unify or highlight what you want the audience to see.

Add color with a felt pen. Use the following techniques:

- Crosshatching
- Outlining or coloring a line inside the black
- Making dots
- Using a yellow pen to add punch to a caption by shading in an area over and around the caption.

(When filling in larger areas of color, use a circular motion with the pen. Do not go over an area more than once. Lighter colors look more pleasing than dark colors, which show pen strokes more.)



DRAWINGS

One very easy application for presenting a professional looking transparency is to trace prepared drawings, charts, diagrams, maps, etc., that are available in textbooks, magazines, and newspapers. All you have to do is place the film over the original you wish to copy, and trace. Be sure to have both the original and the film taped down so that neither will move. This precaution will provide an accurate copy.

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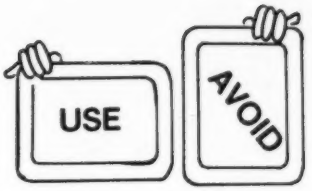
ORGANIZATION AND LAYOUT

AVOID VERTICAL COMPOSITION

Screens generally are rectangular - wider than they are tall. Thus, a vertical overhead transparency bleeds off the top and bottom of the screen. To compensate for this, the projector must be moved closer to the screen, thereby reducing letter size and readability of the transparency. A good rule is to avoid vertical overhead transparencies.



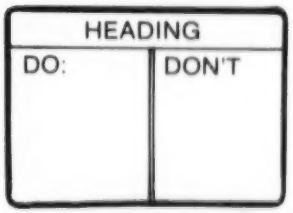
AVOID DOWNHILL, UNEVEN LETTERING

AVOID VERTICAL LETTERING

While this rule will not always hold, it is better to avoid vertical lettering. We have been taught to read horizontally from left to right. Vertical lettering generally hinders readability.

HEADINGS

It is a good idea to place a title or heading at the top of a text-type transparency. A heading orients the audience to the idea or concept you will present in the transparency. Headings should be bold and usually in all capital letters.

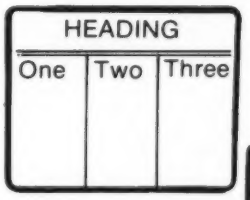


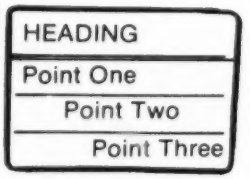
TWO-POINT OR CONTRAST MESSAGE

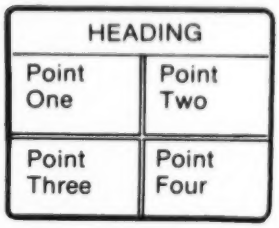
This message format works well when presenting contrasting ideas. These may be called "Do's and Don'ts" or a "Positive and Negative." Set off the heading with a line and then drop a line down the center of the message area. This separates each idea and gives unity to each contrasting idea.

THREE-POINT MESSAGE

There are several possible layouts for messages having three points. Start with a heading to direct the audience's thinking on the subject; then draw either two vertical or horizontal lines to divide the message area into three rectangles. Thus, the audience understands that whatever is inside each rectangle is a single thought or idea.







FOUR-POINT MESSAGE

A four-point message may be organized by making a horizontal and a vertical line in the center of the message area. You may also give all the points a feeling of unity by placing a geometric form in front of each point.

MOUNTING TRANSPARENCIES

There are many advantages to mounting transparencies:

- Protects the transparencies. • Easier to handle and place on the projector correctly.
- Shuts out excess light around the edges. • Provides a surface for identification markings.
- Makes it possible to achieve the special effects (noted later).

How to Mount Transparencies:

1. Place the transparency mounting frame face down on a clean, flat surface.
2. Place the basic transparency face down on the mount, centered in the opening and aligned with the outer edges.
3. Tack diagonal corners of the transparency to the mount with short strips of masking or cellophane tape.
4. Check the transparency alignment and tape all four edges securely to the mount.

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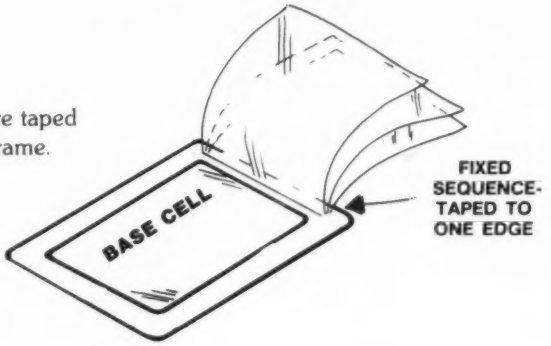
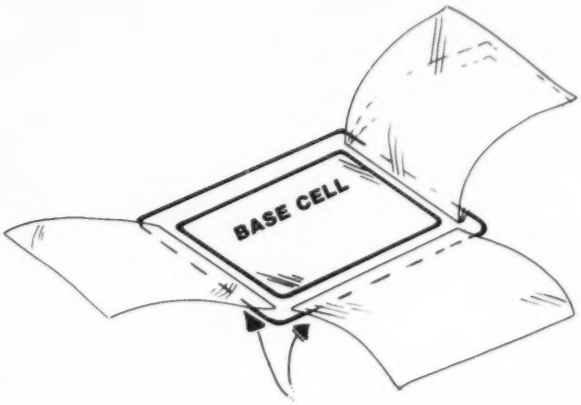
OVERLAYS: Transparencies can be used very effectively to present complex ideas. "Overlays" enable the presenter to develop the idea step-by-step from a basic transparency.

Fixed Sequence Overlay
A fixed sequence results when all the overlays are taped to a single edge of the overhead transparency frame.





Random Sequence Overlay
To have a random sequence, each overlay must be taped to a different edge of the transparency frame. Thus, overlays may be placed over the base transparency in a variety of sequences.

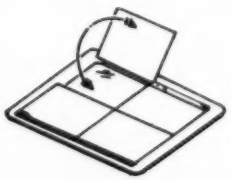
- You may enlarge on any idea with "overlays", however be sure that each overlay is aligned with the other transparencies so that the original idea is not confusing when projected on the screen.
- It is a good policy, to limit the information to easily understood material.

You may wish to reveal only part of an idea or part of a chart or graph at a time - or you may wish to project a question and reveal the correct answer after it has been discussed and answered by the audience. This is especially effective in an instructional situation.

Disclosures are made by first preparing the complete transparency, with all parts of the idea, chart, or question and the answer. Cover each part of the transparency which you don't want to be seen immediately.

Area Disclosures

Used for revealing a certain area of the transparency at one time.

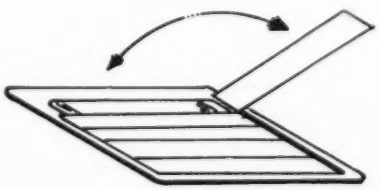


Accordion Fold

Used for progressively uncovering main points of a speech or lesson.

Strip Disclosure

Similar to an accordion fold but permits random access ability.



Flip-Flop

Used for revealing one-half of the transparency at a time. Ideal for "questions" and "answers".

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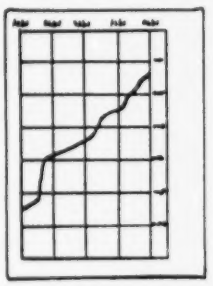
WRITING ON PREPARED TRANSPARENCIES

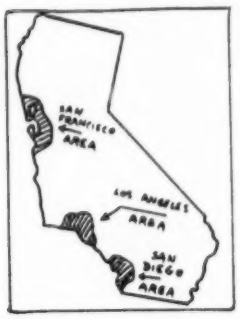
You may have need to write on a prepared transparency. For example, you might project a prepared question and ask for discussion. As the question is discussed, you can write key words in the discussion as a reminder or to help lead the discussion.

This can be accomplished by mounting the basic transparency to the underside of the mount as noted earlier. Then add a second, clear sheet of film to the top of the mount, covering your basic transparency. You can then write or draw on the top clear sheet and protect the basic transparency.

GRAPHS

After you make graphs, charts, maps, etc., using permanent ink, use colored water-soluble ink markers to add other details without disturbing the permanent ink. It is also possible to make changes or remove the water-soluble ink, keeping the permanent ink transparency in its original form.



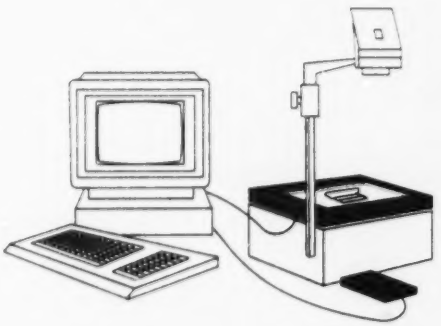


MAPS

Maps provide an almost limitless amount of variations for overhead projection. After you trace a permanent ink outline on your film sheet, it is easy to insert a multitude of features in water-soluble ink such as cities, mountains, rivers, metropolitan areas, railroads, counties, etc. In using water-soluble ink markers, you can remove and add features to your map outline without disturbing its original form in any way.

LCD PANELS

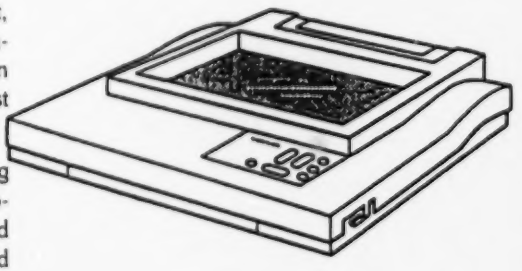
About Liquid Crystal Display Panels



The Liquid crystal display panel is the electronic equivalent of an overhead transparency. LCD panels allow data from a PC to be projected onto a screen for viewing by an audience. The panels, which are connected by cables to a PC, are placed on the stage of an overhead projector and the image is projected the same as any transparency.

Units are made up of metal or plastic frames that hold two pieces of glass with a thin layer of liquid crystals suspended between them. The frame contains the necessary electronic components for arranging the crystals into projectable characters and images. Panels vary in design and capabilities among different manufacturers but features to look for are color, levels of contrast, brightness and sharpness, refresh rate, memory and ease of use.

When To Use An LCD Panel



LCD panels offer high-tech solutions to common presentation problems of cost, convenience, and effectiveness and therefore useful in a wide range of situations. Because they allow you to use the power of your PC in a presentation setting without the complexity and expense of video projectors, LCD's are fast becoming one of the most popular presentation tools.

As easy as LCD panels are to use, some care must be taken in the planning of your presentation. Most panels do not project in true full-color. Many project in duochrome combinations of red and yellow or blue and yellow, and some project in monochrome black and white only. Your presentation should be planned so that all colors are visible when projected, since certain color combinations will appear differently than they will on your monitor. Since LCD panels are available for both Apple and IBM computers, be sure the LCD panel you choose is compatible with your computer output.

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